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AVIS ADDS ROADSIDE ASSISTANCE FEATURE TO MOBILE APPLICATION FOR APPLE IPHONE

Another technology first for the company that tries harder

PARSIPPANY, N.J., January 6, 2011 – Avis Rent A Car today introduced version 3.0 of its mobile application for the Apple iPhone®. The new application features a safety benefit for customers that can automatically connect them to Avis Roadside Assistance from anywhere so that help can arrive more quickly in the event that a customer runs out of gas, gets a flat tire, locks the keys inside the vehicle or experiences a mechanical problem.

The Avis 3.0 mobile application sends the vehicle's exact location to Avis' roadside assistance provider via the device's GPS feature, enabling Avis Roadside Assistance to be able to reach the renter as quickly as possible. This eliminates the need for the renter to have to provide directions, landmarks or to even know what road they are on. Once help is on the way, detailed information is sent directly back to the mobile application to confirm the request.

"Anyone who has ever needed roadside assistance knows that every minute spent waiting for help seems like an hour – and for those who are traveling in an unfamiliar area, the time lapse can seem like an eternity," said John Peebles, vice president of online marketing for Avis Budget Group, parent company of Avis. "Version 3.0 of our mobile application is designed to provide renters with a quick and easy way to contact Roadside Assistance, eliminate the guesswork or errors in providing the vehicle's exact location, and provide them with peace of mind as they travel."

Available for free download at the Apple iPhone online "App Store," the Avis application also allows travelers to make real-time reservations for car rentals at neighborhood and airport locations throughout the United States and Canada. In addition, renters can view, modify or cancel reservations, and store profile information, such as their name, contact information and rental preferences. The mobile application also includes a "near me" function that locates the nearest Avis facility using the device's GPS system. The Avis 3.0 mobile application is available to iPhone devices running OS 3.1.3, or later. Cellular service and GPS reception are required.

The iPhone application builds upon Avis's commitment to offer renters time-saving amenities, an example of the Avis "We try harder" approach to service. In 2007, the Company unveiled the industry's first online booking tool for Internet-enabled portable devices through an optimized version of Avis.com designed for telephones, BlackBerrys and portable digital assistants. Avis has also led the industry with innovations such as the introduction of the first portable navigation device and electronic toll collection solutions.

For more information, visit www.avis.com/iphone.

About Avis

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,200 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, ranking as the number one car rental company in the Brand Keys[®] Customer Loyalty Engagement Index for the past eleven years. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NASDAQ: CAR). For more information, visit www.avis.com.

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